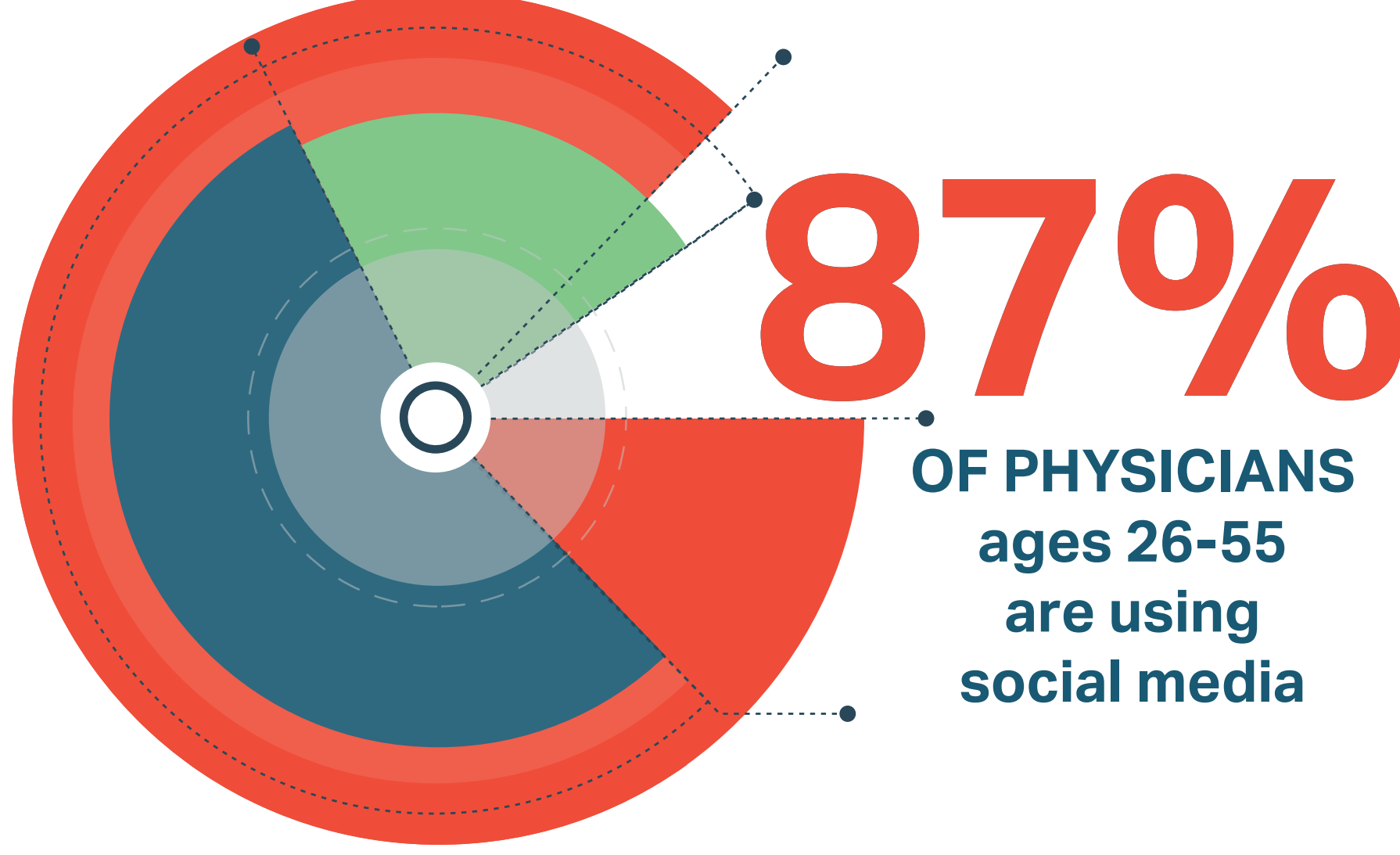
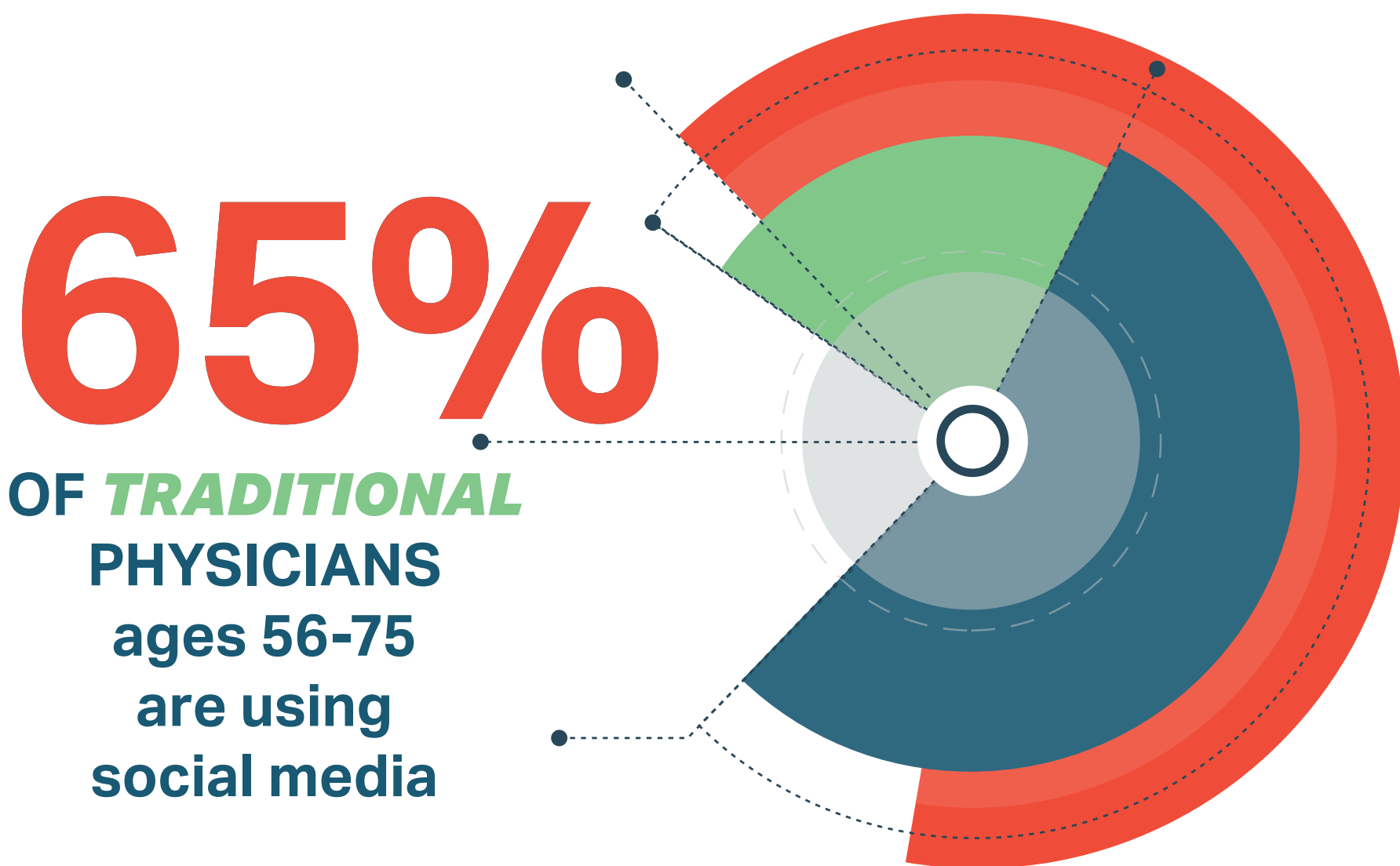


SOCIAL MEDIA



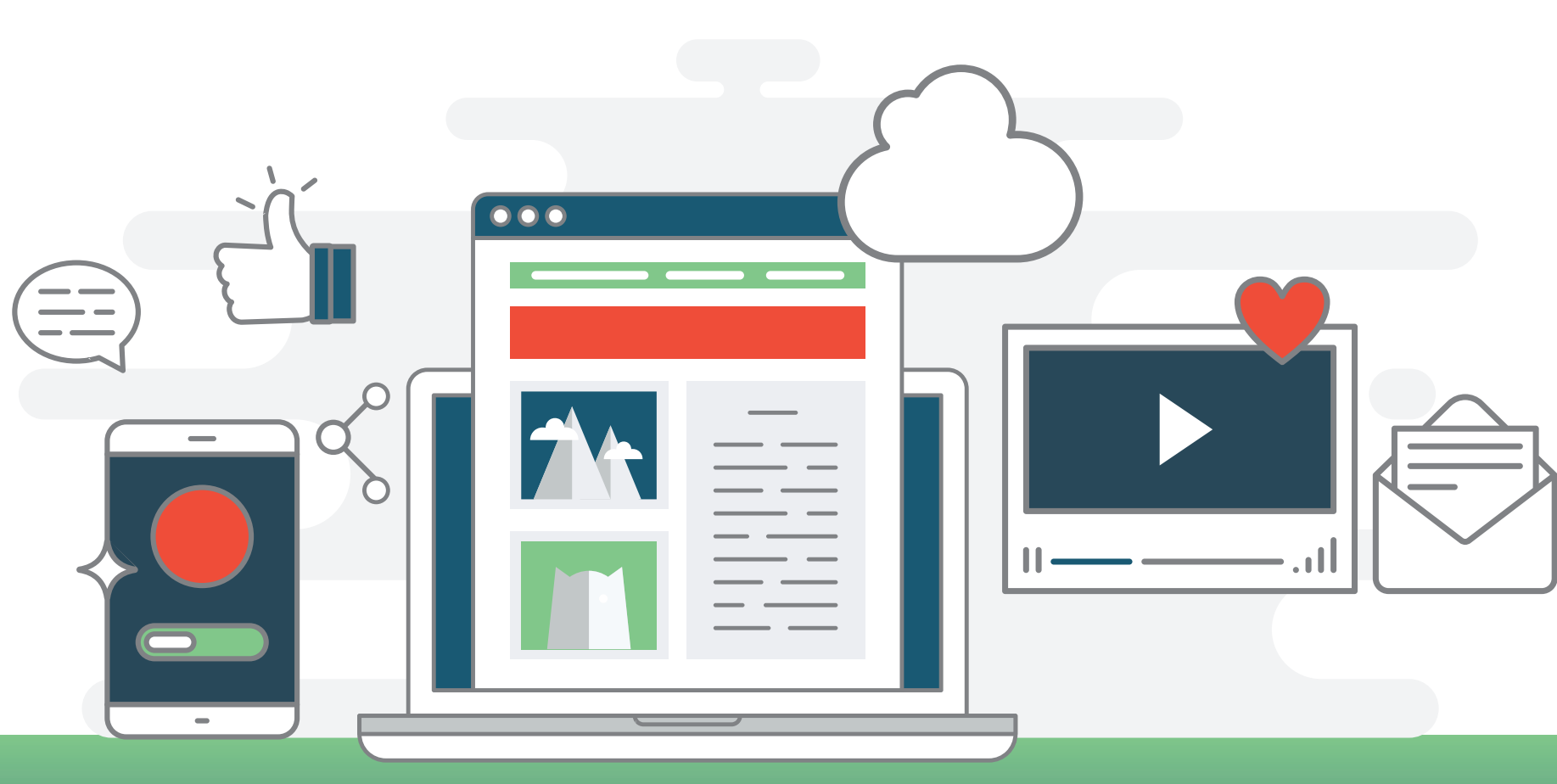
Source: CDW Healthcare 2015 Healthcare Social Media Report



Source: CDW Healthcare 2015 Healthcare Social Media Report



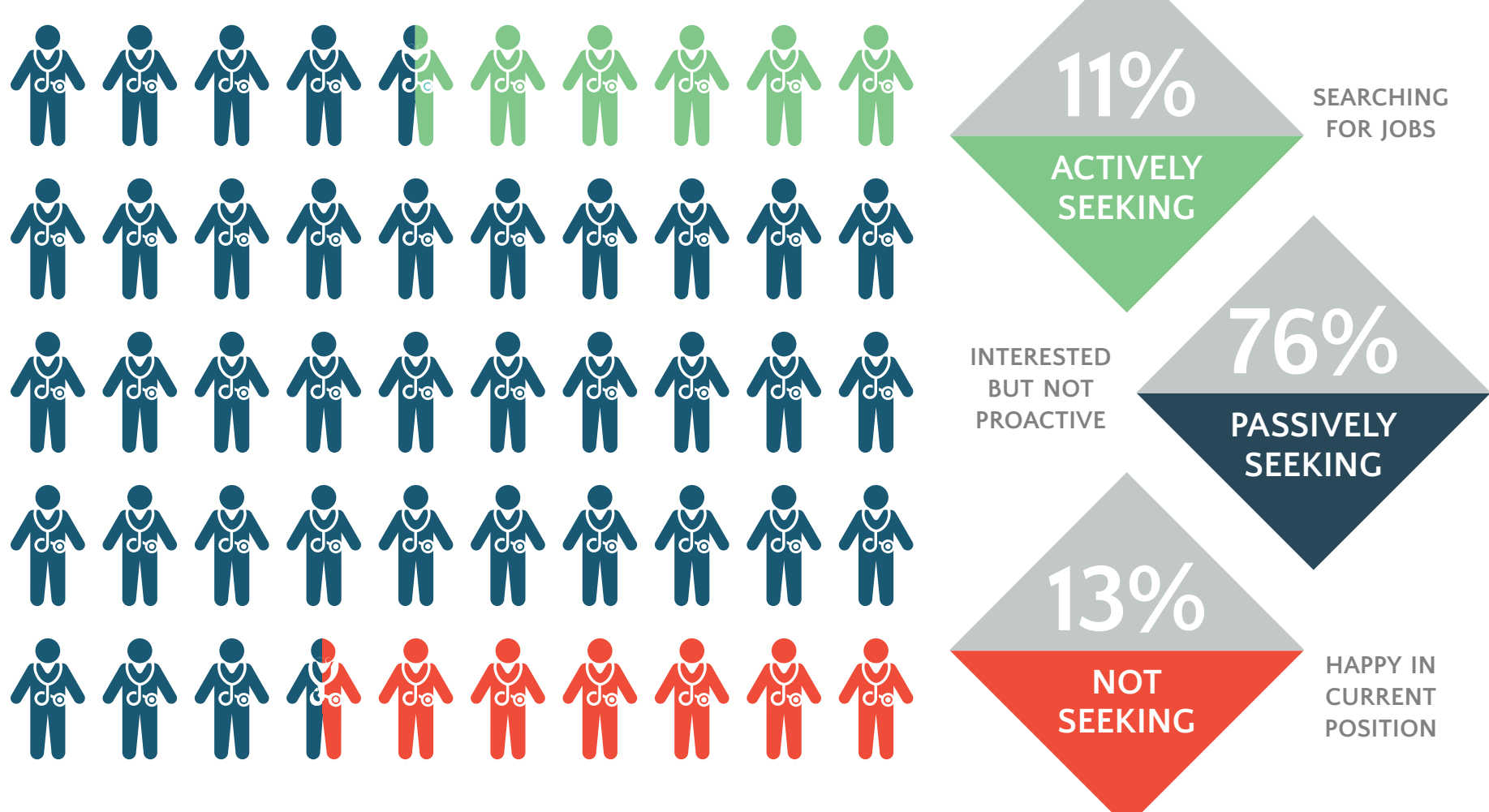
Source: Maximizing Multi-Screen Engagement Among Clinicians
Epocrates, Inc. 2013; MedTech Media 2015



31% of **ALL** physicians
use **social media** for professional networking.

Source: Maximizing Multi-Screen Engagement Among Clinicians
Epocrates, Inc. 2013; MedTech Media 2015

Reaching **passive candidates**



39% of physician
candidates reported being
contacted multiple times per
week about job opportunities.



Source: Doximity Physician Survey

in **36%** of job seekers are
active on LinkedIn

40% of job seekers are
active on Twitter



f **83%** of job seekers are
active on Facebook

70% of job doctors are
active on Doximity



For more information, contact us at
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